- Pioneer breaks through converter problems
- Goldwater's bill insures full debate on issues
- Rifkin leaves ATC, links up with Marvin Davis
- ABC hustling to correct negative image

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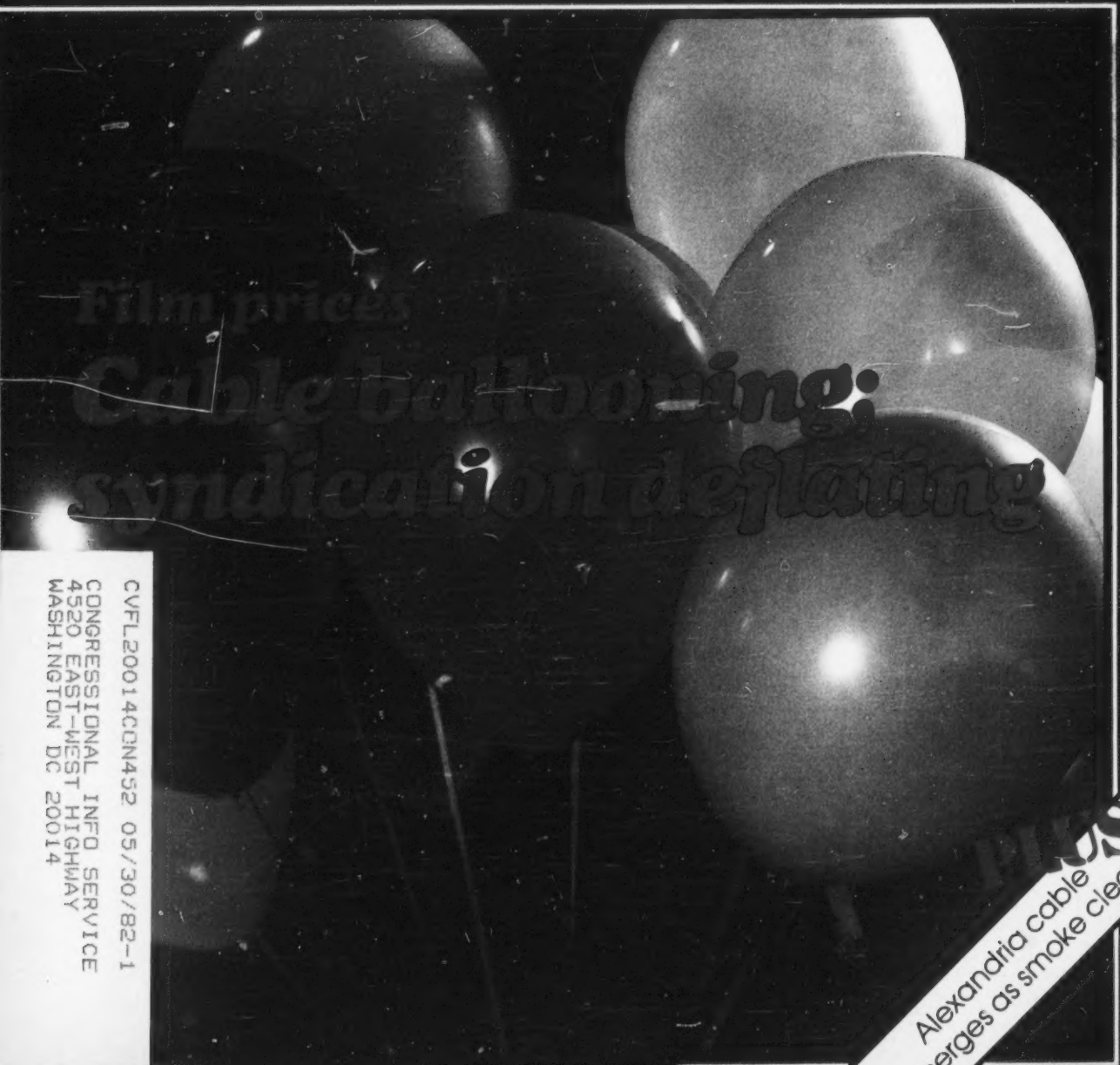
CableVision™

The news and features weekly of the cable television industry

March 22, 1982



Alexandria cable emerges as smoke clears

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CableVision Volume 7, Number 28, March 22, 1982

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Member of the Audit Bureau of Circulation.

About the cover

The annual NATPE convention—one of the splashiest of industry gatherings—is underway in Las Vegas. Syndicators and programmers making this year's pilgrimage may find that the balloon has burst for film product prices. But, the good news is cable fees are soaring. **Page 21.**

Keeping his promise

The controversial nature of some of the provisions in Sen. Barry Goldwater's cable bill are certain to guarantee that the issues will get a full hearing. **Pages 13-19.**

Changes at the top

ATC's Monroe Rifkin is leaving his post as chairman and chief executive officer to form a cable venture with Marvin Davis. **Pages 13-19.**

'Judge us by our deeds'

ABC Executive Vice President Frederick Pierce has sent letters to clarify the network's stance toward cable. **Pages 13-19.**

Cablevision crossed

Cablevision Systems' move to take on the problem-laden Bronx franchise has miscued as NYC officials grant plum areas to other MSOs. **Pages 13-19.**

Creativity urged

Participants of the Ohio Cable Television Association's annual convention, "Cable '82," have been urged to be creative in approaches to cable. **Pages 13-19.**

Technological threat

Backyard earth stations are popping up at a rate that is causing concern in the industry and could represent a real threat. **Pages 13-19.**

Late-night Romance

Showtime is getting ready to introduce its limited serial concept and has picked a program with an adult theme to test the idea. **Page 21.**

Technical difficulties

Technical problems snarl ESPN/ABC Video plans for a pay sports venture. **Page 23.**

Global sales pitch

Worldwide programming supported by international advertising is believed possible by the end of the century. **Page 27.**

Bendix advances spurned

RCA has begun efforts to counter moves by the Bendix Corp. to acquire more than 5 percent of outstanding RCA stock. **Page 29.**

Storer restored

A Maryland petition drive to force Prince George's County franchise award to a vote has been disqualified by a judicial ruling. **Page 61.**

Antitrust shelters

State lawmakers are rushing to provide legislation to protect cities from legal action over exclusive franchise awards. **Page 63.**

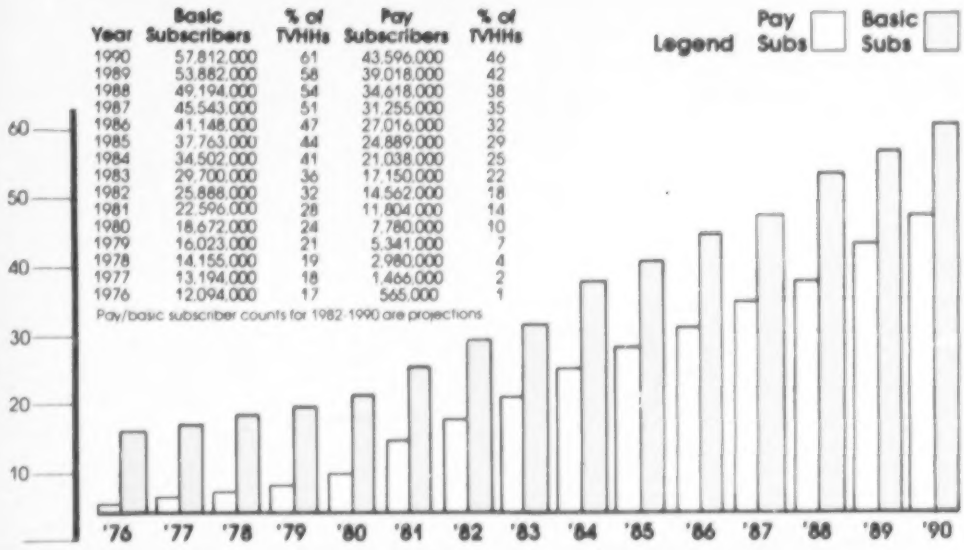
This week in *CableVision Plus*

After a tumultuous prologue, cable is established in Alexandria, a city that ultimately chose financial stability over local ownership. Washington bureau chief Pat Gushman chronicles the city's change of heart and the system's change of hands. Details of Time Inc.'s plans for electronic publishing and *The Washington Post*'s and Metromedia's divergent paths to cable continue the Business/Finance theme. **Pages 37-60.**

Pay/basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,812,000	61	43,596,000	46
1989	53,882,000	58	39,018,000	42
1988	49,194,000	54	34,618,000	38
1987	45,543,000	51	31,255,000	35
1986	41,148,000	47	27,016,000	32
1985	37,763,000	44	24,889,000	29
1984	34,502,000	41	21,038,000	25
1983	29,700,000	36	17,150,000	22
1982	25,888,000	32	14,562,000	18
1981	22,596,000	28	11,804,000	14
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Pay/basic subscriber counts for 1982-1990 are projections



Cable barometer

Television households (TVHH) ... 80,700,000

Homes passed by cable (HP) 42,000,976

Percent of TVHH passed by cable 52.05%

Basic cable subscribers 22,821,167

Percent of TVHH with basic cable . 28.28%

Percent of HP with basic cable . 54.34%

Pay cable subscribers 12,051,461

Percent of TVHH with pay cable .. 14.93%

Percent of HP with pay cable .. 28.69%

Percent of basic subs with pay cable 52.81%

Cable programming services' subscriber counts

Basic Cable Services	Affiliates*	Subscribers*	% Change in Homes From 1/31
ACSN	206	1,552,568	+12
AETN[1]			
BET	804	8,900,000	N.C.
CBN	2,700	15,200,000	+3
CBS Cable	350	4,000,000	+33
Christian Media Network[2]			
CNN	2,019	11,353,400	+3
CNN2	68	800,000	+3
C-SPAN	1,200	11,000,000	N.C.
Episcopal Television Network[2]			
ESPN	3,395	14,694,216	+4
Eternal Word Television Network	23	300,000	N.C.
MSN	541	4,100,000	N.C.
MTV (as of 1/1)	300	2,500,000	N.C.
National Christian Network (as of 3/2)	29	313,034	+4
National Jewish Television	75	1,712,250	+4
Nickelodeon/ARTS (as of 1/1)	1,350	6,200,000	N.C.
North American Newstime	115	884,000	N.C.
PTL[3] (as of 3/4)	529	4,700,000	+7
SIN[4]	175	21,393,490	N.C.
SPN[5]	431	4,273,934	+17
Trinity (as of 1/31)	140	1,271,562	N.C.
USA Network	1,750	10,000,000	N.C.
WGN	2,485	8,053,963	+2
WOR	1,281	4,812,232	+2
WTBS	3,941	19,580,000	N.C.
Basic Audio Services			
Lifestyle	47	450,315	+50
WFMT	117	692,583	+5
Pay Services			
Bravo(as of 1/31)	22	47,000	N.C.
Cinemax (as of 12/31/81)	600+	1,000,000	N.C.
Escapade/Playboy (as of 1/31)	106	200,000	+8
GalaVision (as of 1/31)	122	95,000	N.C.
HBO (as of 12/31/81)	3,300+	8,500,000	N.C.
Home Theatre Network (as of 1/31)	275	155,000	N.C.
The Movie Channel (as of 1/1)	1,500	1,750,000	N.C.
Private Screenings[6]			
Showtime (as of 12/31/81)	1,300	2,860,000	N.C.
Regional Pay Services			
Madison Square Garden Network	47	1,242,697	
PRISM/New England[7]			
PRISM/Philadelphia area	70	281,076	
SportsChannel	18	205,000	

Announced Satellite-fed Cable Services	Projected Launch Date
Black Music Cable Channel	third quarter 1982
The Buena Vista Channel	to be announced
Cable Health Network	first quarter 1982
Cable Newspaper Corporation	6/82
Cinemerica	mid-1982
Chromatic Animation	fall 1982
Daytime	3/82
Delta (ABC/Getty)	T.B.A.
The Disney Channel	first quarter 1983
EROS	4/82
Family Programming Network (Billy Batts)	T.B.A.
Heartbeat Media Network	third quarter 1982
The Health Channel	3/82
Home Music Store (audio)	second quarter 1982
Home Theatre Network Plus	3/82
Inter Media Entertainment Service	T.B.A.
Kid Vid Network	second quarter 1982
Lewmark Productions Music Channel	T.B.A.
LVEN	T.B.A.
Nashville Network	3/83
National Jazz Network (audio)	4/82
Nostalgia Network	T.B.A.
Penthouse Entertainment Network	T.B.A.
RCTV/Entertainment Channel	6/82
Satellite News Channels (channel one)	6/82
Satellite News Channels (channel two)	first quarter 1983
Sitcom Channel (Channeltainment)	first quarter 1984
SPN/international network	second quarter 1984
SPN/fincial-religious network	second quarter 1984
SPN/classic movie service	second quarter 1984
SPN/how-to network	second quarter 1984
Spanish Universal Network	third quarter 1982
Times Mirror Shopping Channel	T.B.A.
UTV Cable Network	second quarter 1982
Video Concert Hall (relaunch)	T.B.A.
The Weather Channel	5/82
Window	T.B.A.

*Affiliated and subscriber counts are as of February 28, 1982, unless otherwise noted.
[1]AETN is no longer transmitting; its programming will appear on CBN.
[2]No longer transmitting; are looking for satellite time.
[3]Subscriber count for PTL last month was erroneous; it should have been 4.4 million.
[4]Total SIN reach. Estimated Spanish-speaking households (including broadcast stations and translators): 2,772,500.
[5]Subscriber count denotes households receiving signal.
[6]Private Screenings is no longer on satellite; it is, however, still operating as a stand-alone pay service.
[7]PRISM/New England began programming 11/1/81; no subscriber figures are available yet.
N.C. designates no change.

National cable advertising

This chart lists national advertising sales by the basic cable networks during February 1982.

Network/client	Status
BET	
Amtrak	Renewal
Anheuser-Busch	Renewal
Carson Products (Dark & Lovely)	Renewal
Ford (Lincoln-Mercury)	Renewal
General Electric	Renewal
General Foods	Renewal
General Mills	Renewal
Inglenook Wines	New client
Mobil Oil	Renewal
Pepsico	Renewal
Philips Petroleum	Renewal
Sears	Renewal
U.S. Army	Renewal
U.S. Navy	Renewal
Westinghouse	Renewal
Wrigley's	Renewal
Xerox	Renewal
CNN/CNN2	
American Home Products	Renewal
Carrier	New client
CSX Corporation	Renewal
Dart & Kraft (Duracell)	Renewal
Georgia Pacific	New client
Hanes (L'Eggs)	Renewal
Home Video magazine	New client
Penthouse Publications (Omni magazine)	New client
Sears	Renewal
South African Airways	Renewal
UGL Paints	Renewal
Universal Pictures	New client
ESPN	
Ace Hardware	Renewal
Activision	Renewal
American Express	Renewal
American Home Products	Renewal
AMF (Head)	New client
Dart & Kraft (Duracell)	New client
Dow Jones	Renewal
Embassy Films	Renewal
Firestone	Renewal
Fram	Renewal
General Motors (Truck Division)	Renewal
Georgia Pacific	New client
Hitachi	Renewal
Home Video magazine	New client
IBM	Renewal
Johnson&Johnson	Renewal
Kemper Insurance	Renewal
Michelin	Renewal
Minolta	Renewal
Missouri Hickory Baseball Bat*	New client
On Cable magazine*	New client
Penthouse Enterprises (Omni magazine)	Renewal
Questor (Spalding)	New client
SportsShack	Renewal
U.S. Tobacco	Renewal
Universal Pictures	Renewal
Warner Communications (Atari)	Renewal
WASEC for MTV, TMC, Nickelodeon	Renewal
Witco (Kendall Oil)	New client
Xerox	Renewal
Yamaha	Renewal
MSN	
General Foods	Renewal
Idaho Potato Commission	New client
S.C. Johnson	New client
SIN	
Anheuser-Busch	New client
Colgate-Palmolive	New client
SPN	
Avon Books	Renewal
American Express	Renewal
American Tourister	Renewal
Diamond International Investment	Renewal
Estee Lauder	Renewal
HBO	Renewal
Irish Aer Lingus	Renewal
Kodak	Renewal
London Airlines	Renewal
Peugeot	Renewal
Pierre Cardin	Renewal
The Stardust Hotel	Renewal
Urban General	Renewal
TeleFrance U.S.A.	
Chanel	Renewal
Club Med	Renewal
Rif Aquitaine	Renewal
Exxon	Renewal
Made in France International*	Renewal
Peugeot	Renewal
USA Network	
Activision	New client
American Express	Renewal
American Home Products (Demorex Shampoo)	New client
American Home Products (Chef Boy-R-Di)	New client
Anheuser-Busch	Renewal
Caesars Palace*	New client
Colgate-Palmolive	Renewal
Dart & Kraft (Duracell)	New client
Ford	Renewal
Missouri Hickory Co.	New client
NAP Consumer Electronics*	New client
On Cable magazine	New client
Philip Morris (Miller Brewing)	Renewal
Toyota	Renewal
Xerox	Renewal
WTBS	
Ashland Oil	New client
Consumer Reports	Renewal
Foster Grant	Renewal
Gulf Oil	Renewal
Johnson&Johnson	Renewal
John Deere	New client
Michelin	Renewal

*New to national network advertising